



Legacy Business Registry

Application Review Sheet

Application Number: LBR-2025-26-024
Business Name: Jim's Restaurant
Business Address: 2420 Mission St.
District: District 9
Applicant: Katia Padilla, CFO
Nomination Date: January 15, 2026
Nominated By: Supervisor Jackie Fielder

CRITERION 1: Has the applicant has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years?

☒ Yes ☐ No

2420 Mission St. from 1993 to Present (33 years)

CRITERION 2: Has the applicant contributed to the neighborhood's history and/or the identity of a particular neighborhood or community?

☒ Yes ☐ No

CRITERION 3: Is the applicant committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms?

☒ Yes ☐ No

FEATURES OR TRADITIONS: Restaurant

NOTES: NA

DELIVERY DATE TO THE HISTORIC PRESERVATION COMMISSION: January 21, 2026

Richard Kurylo and Michelle Reynolds
Legacy Business Program

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
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www.legacybusiness.org



Member, Board of Supervisors
District 9



City and County of San Francisco

JACKIE FIELDER

I am writing in support of Jim's Restaurant for inclusion in the San Francisco Legacy Business Registry. Located at 2420 Mission Street in the heart of the Mission District, Jim's has served the community continuously since November 11, 1993. For more than three decades, it has remained a constant neighborhood presence amid profound economic and cultural change.

Jim's Restaurant is a family-owned neighborhood diner known for classic American comfort food with a distinctive Latino influence. It offers a welcoming, multigenerational gathering place for local residents, providing daily breakfast and lunch service, catering, and space for private and community events. Operating at the same location and under the same name since its founding, Jim's has become a familiar and trusted institution in the Mission District.

The restaurant was founded by Ok Un Kim and Jung Nyun Kim, immigrant small business owners whose dedication helped establish Jim's as a beloved community anchor. In 2024, ownership transitioned to Jim's by MLVS, operated by the Mission Language and Vocational School, ensuring continuity of operations and a long-term commitment to preserving the restaurant's legacy and community role.

Jim's Restaurant has made a lasting contribution to the cultural identity of the Mission District. As one of the last remaining original diners in the neighborhood and in San Francisco more broadly, it serves as a living link to the area's working-class roots and cultural diversity. Families have gathered at Jim's for decades to celebrate milestones, often returning with children and grandchildren. Founded by a Korean immigrant family and embraced by a largely Latino community, Jim's reflects the intercultural solidarity that defines the Mission District.

The restaurant has demonstrated a deep commitment to community service. Over the years, it has supported local causes through food donations and partnerships with Mission-based organizations such as CLECHA and the Latino Task Force. Under its current ownership, Jim's now serves as a culinary and hospitality training site for immigrant and low-income students, functioning as an incubator for emerging chefs while continuing to operate as a neighborhood diner.

Jim's Restaurant has received recognition from local and regional media outlets, including the San Francisco Standard, Mission Local, SFist, and Eater San Francisco, for its longevity and cultural significance. Its physical space further contributes to its legacy, retaining the classic storefront, signage, and interior elements associated with mid-twentieth-century American diners.

The loss or displacement of Jim's Restaurant would be deeply felt. It would mean the loss of a rare and authentic gathering place, an important source of local employment, and a vital training ground for future food entrepreneurs. For these reasons, Jim's Restaurant clearly meets the criteria for designation as a Legacy Business and remains an invaluable part of San Francisco's living history.

Sincerely,

Jackie Fielder

Supervisor, District 9

A handwritten signature in blue ink, appearing to read "Jackie Fielder", written over a faint, larger blue outline of the same signature.

01- 15- 2026



Legacy Business Registry Application



Business Information

Business name: Jim's Restaurant

Business owner name(s): Jim's by MLVS

Identify the person(s) with the highest ownership stake in the business

Current business address: 2420 Mission Street, San Francisco, CA 94110

Business phone number: 415-261-4872

Business email:

Mailing address (if different than above):

Website:

Link to social media: www.instagram.com/jimsbysqlvs

Link to social media #2: www.tiktok.com/@jimsbysqlvs

7-digit San Francisco Business Account Number (BAN): 1168887

Contact Person Information

Contact person name: Katia Padilla

Contact person title: CFO

Contact phone number:

Contact email:

Business Locations

List the business address of the original San Francisco location, the start date of business, and the dates of operation at the original location.

Check the box indicating whether the original location of the business in San Francisco is the founding location of the business.

If the business moved from its original location and has had additional addresses in San Francisco, identify all other addresses and the dates of operation at each address.

Original San Francisco address: 2420 Mission St. **Zip Code:** 94110

Is this location the founding location of the business? (Y/N): Y

Dates at this location: From: November 11, 1993 **To:** Present

Other address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Other address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Other Address (if applicable): **Zip Code:**

Dates at this location: From: **To:**

Applicant Disclosures

San Francisco Taxes, Business Registration, Licenses, Labor Laws and Public Information Release.

This section is verification that all San Francisco taxes, business registration, and licenses are current and complete, and there are no current violations of San Francisco labor laws. This information will be verified. A business deemed not current with all San Francisco taxes, business registration, and licenses, or has current violations of San Francisco labor laws, will not be eligible to apply for grants through the Legacy Business Program.

In addition, we are required to inform you that all information provided in the application will become subject to disclosure under the California Public Records Act.

Please read the following statements and check each to indicate that you agree with the statement. Then sign below in the space provided.

- ☒ I am authorized to submit this application on behalf of the business.
- ☒ I attest that the business is current on all of its San Francisco tax obligations.
- ☒ I attest that the business's business registration and any applicable regulatory license(s) are current.
- ☒ I attest that the Office of Labor Standards and Enforcement (OLSE) has not determined that the business is currently in violation of any of the City's labor laws, and that the business does not owe any outstanding penalties or payments ordered by the OLSE.
- ☒ I understand that documents submitted with this application may be made available to the public for inspection and copying pursuant to the California Public Records Act and San Francisco Sunshine Ordinance.
- ☒ I hereby acknowledge and authorize that all photographs and images submitted as part of the application may be used by the City without compensation.
- ☒ I understand that the Small Business Commission may revoke the placement of the business on the Registry if it finds that the business no longer qualifies, and that placement on the Registry does not entitle the business to a grant of City funds.

Name: Katia Padilla

Signature:

Katia Padilla

Date:

09/05/2025

Jim's Restaurant

Written Historical Narrative

Introduction

a. Describe the business. What does it sell or provide?

Jim's Restaurant is a longstanding diner located in the heart of San Francisco's Mission District. It serves classic American diner fare with a distinctive Latino twist, offering a menu that blends traditional comfort food with culturally rooted dishes. In addition to daily breakfast and lunch service, the restaurant also provides catering and regularly hosts private events in its space. Known for its welcoming atmosphere and generous portions, it has become a cherished gathering place for generations of neighborhood residents.

b. Describe whom the business serves.

Jim's Restaurant serves the multigenerational San Francisco Mission District, reflecting the cultural makeup of the surrounding neighborhood. As one of the last remaining original diners in the area, it also attracts a wide mix of customers from various backgrounds who are drawn to its nostalgic atmosphere and long-standing reputation. The restaurant regularly hosts community events, family breakfasts, celebrations, and reunions. Many patrons return with their children or extended families to share the experience across generations, keeping the restaurant deeply woven into the personal histories of those it serves.

c. In about 2-5 words (15-30 characters), describe what the business is known for.

Community owned, Mission District neighborhood diner.

Criterion 1: The business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years

a. Provide a short history of the business, including locations and owners.

Jim's Restaurant was established on November 11, 1993, at 2420 Mission Street in San Francisco and has operated continuously at this original location ever since. Throughout its history, neither the name nor the location has changed.

Founded by Ok Un Kim and Jung Nyun Kim, the restaurant originally served classic American diner fare and has become a beloved neighborhood institution. At the end of 2024, ownership transitioned to Jim's by MLVS, an entity operated by the Mission Language and Vocational School, which is dedicated to preserving the restaurant's legacy and maintaining its deep community ties.

b. Provide the ownership history of the business in a consolidated year-to-year format.

1993 to 2024: Ok Un Kim; Jung Nyun Kim
2024 to Present: Jim's by MLVS

c. Describe any circumstances that required the business to cease operations in San Francisco for any significant length of time.

The business has never ceased operations for a significant period of time, only for minor renovations or emergencies.

Criterion 2: The business has contributed to the neighborhood's history and/or the identity of a particular neighborhood or community

a. Describe the business' contribution to the history and/or identity of the neighborhood, community, business sector, or San Francisco as a whole.

Jim's Restaurant is one of the last remaining original diners not only in the Mission District but likely in all of San Francisco that has stood the test of time. In a neighborhood transformed by rapid gentrification, Jim's continues to serve as a vital cultural and social anchor. Generations of local families have gathered there for meals, celebrations, and community events, making it a living connection to the Mission's working-class roots and Latino heritage. Founded by the Kim family, originally from Korea, Jim's also embodies a spirit of intercultural solidarity that reflects the Mission's diverse community. By preserving this authentic sense of place, Jim's plays a key role in maintaining the neighborhood's identity as a vibrant and inclusive community.

b. Is the business associated with significant people or events, either now or in the past?

Jim's Restaurant has not been linked to any significant historical figures or major events. However, it has stood the test of time in San Francisco as a resilient, immigrant-owned small business. Its continued presence reflects the perseverance of local entrepreneurs amid the city's changing landscape and serves as a testament to the diverse histories that shape San Francisco.

c. How does the business demonstrate its commitment to the community?

Jim's Restaurant has a long history of deep community involvement, regularly hosting family gatherings, celebrations, and neighborhood events that strengthen local connections. It has donated food to community causes and maintains strong ties with numerous San Francisco nonprofits, including Clecha, the Latino Task Force, and other Mission-based community-based organizations. The restaurant is currently owned by Jim's by MLVS, which is operated by the Mission Language and Vocational School. Under this ownership, Jim's functions as an incubator space for emerging chefs, providing vocational training primarily to immigrant and low-income

students through its culinary and hospitality program. This dual role preserves the restaurant's place as a community anchor while actively investing in the future of San Francisco's food entrepreneurs.

d. Has the business ever been referenced in the media, business trade publication, and/or historical documents?

Following are notable media references, listed from newest to oldest:

- [The 10 best diners in SF, according to a panel of pros](#)
San Francisco Standard
June 16, 2025
- [Jim's Restaurant still cooking: Mission diner to stay open under nonprofit ownership](#)
Mission Local
December 21, 2024
- [Mission Street Diner Jim's Restaurant Facing Potential Closure](#)
SFist
December 21, 2024
- [Jim's Restaurant: Throwback Diner Time](#)
Mission Local
June 18, 2016
- [12 San Francisco Diners That Stand the Test of Time](#)
Eater San Francisco
July 15, 2013

e. Has the business ever received any awards, recognition, or political commendations?

No.

f. How would the community be diminished if the business were to be sold, relocated, shut down, etc.?

If Jim's Restaurant were to close, the Mission District and San Francisco would lose one of the last remaining original diners that has served as a cultural and social anchor for generations. The neighborhood would be deprived of a vital gathering place where families, longtime residents, and community members connect over shared history and tradition. The closure would also mean the loss of a key incubator space for emerging chefs, particularly those from immigrant and low-income backgrounds, disrupting vital vocational training and economic opportunities. Additionally, over five employees would be out of work, impacting local livelihoods. More broadly, the disappearance of Jim's would erode the neighborhood's sense of identity and diminish the diversity and inclusivity that define the Mission.

Criterion 3: The business is committed to maintaining the physical features or traditions that define the business

a. Is the business associated with a culturally significant building, structure, object, signage, mural, architectural detail, neon sign, or any other special physical feature that defines the business?

Jim's Restaurant occupies a classic diner space at 2420 Mission Street that retains many original architectural details emblematic of mid-20th-century American diners. The building's façade and interior design contribute to its nostalgic charm and historic character within the Mission District. This also includes the signage on the facade reading "Jim's Restaurant," which has been there since the beginning.

Although not officially landmarked, the restaurant's physical presence serves as a recognizable and enduring symbol of the neighborhood's working-class heritage and cultural diversity.

b. In a few words, describe the main business activity you commit to maintaining.

Neighborhood diner offering classic American cuisine and providing culinary and hospitality training programs.

c. What is the plan to keep the business open in the long term beyond the current ownership?

Jim's Restaurant is currently owned by Jim's by MLVS, operated by the Mission Language and Vocational School, which is committed to preserving the business' legacy and ensuring its long-term sustainability. The plan includes maintaining the restaurant's original location and name, while enhancing the space to increase capacity and community impact. This includes adding a commissary kitchen to support local small businesses by providing affordable space to prep and cook, which will also generate additional revenue. Breakfast service has been and will remain a cornerstone of the business, continuing as a staple that honors its history. Through these efforts, Jim's aims to strengthen its role as both a neighborhood diner and a culinary incubator, ensuring it serves and supports the community for years to come.

d. What challenges is the business facing today?

Jim's Restaurant faces significant challenges common to many longstanding small businesses in San Francisco, including rising rents, increased operating costs, and pressures from neighborhood gentrification. Maintaining affordability while preserving its cultural and community identity is a constant balancing act. Additionally, expanding vocational programs and upgrading facilities require funding and resources that are not always readily available. The business also works to attract a new generation of customers while honoring the traditions that have sustained it for decades.

Legacy Business Program staff will add the following details:

a. Features or traditions that define the business and should be maintained for the business to remain on the Legacy Business Registry.

Restaurant featuring American cuisine.

b. Other special features of the business location, such as if the property associated with the business is listed on a local, state, or federal historic resources registry.

The Planning Department Historic Resource Status of the building at 2416-2420 Mission Street is "C - No Historic Resource Present." The building was found ineligible for the National Register, the California Register, or local designation through a survey evaluation in 2010. However, the concealed façade of the building beneath the 1950s-era slipcover may be one of cultural or historical significance.

A photograph of the exterior of Jim's Restaurant. The building has a red corrugated metal facade. The name "JIM'S" is written in large blue letters, and "Restaurant" is written in red cursive letters below it. A red awning with a white metal frame extends over the entrance. The entrance is a glass door flanked by large windows. The left window shows the interior with tables and chairs. The right window has a neon "OPEN" sign and a sign that says "Breakfast ALL DAY". The foreground is a concrete sidewalk with a metal utility cover.





Food & Drink

This classic Mission diner wants to become a proving ground for up-and-coming chefs

For more than 30 years, Jim's Restaurant has been the Mission's destination for pancakes and chicken-fried steak. Now it's entering a new era.



By David Sjostedt and Photos by Morgan Ellis

Published Mar. 25, 2025 • 11:00am

Jim's Restaurant — the greasy spoon that's stood vigil on its shifting stretch of Mission Street for decades — has thus far resisted the never-ending march toward modernity. The bold WordArt-style lettering on its signage, the extended accordion awning, and the wood-planked facade all feel delightfully unmarred by a focus group.

Loyal customers wouldn't have it any other way, but all good things come to an end. Right?

Not if new owner Aleks Zavaleta has her way. The Mission District native, who grew up just a few blocks away from the beloved diner, relaunched Jim's earlier this month after purchasing it from its retiring owners and has big plans for the future. For now, however, she knows that the restaurant's success is dependent on keeping its spirit intact.



Chefs Javin, left, and Berto Zareta prepare orders at Jim's Restaurant, which recently reopened under new ownership.

Regulars have prosaic concerns: They want the coffee hot, the bacon crispy, and the restaurant's signature green salsa to stay exactly the same.

Zavaleta is retaining longtime chef Beto Zareta behind the griddle and the menu is laser-focused on serving breakfast classics. And she's keeping her hands off the salsa recipe. That is if you get there early enough to get a portion.

Around noon on a recent Tuesday, the lunchtime rush was just filling in, but the restaurant had already sold out of the garlic-forward concoction customers lovingly (if not preciously) pour over omelets, hash browns, and some of the city's best chicken-fried steak.

By the next morning, Zareta was busy whipping up another batch to satisfy the salsa's voracious fans.

"When it came out that I bought the place, I had friends texting me to make sure we were keeping the green salsa," Zavaleta said with a chuckle, before turning serious. "It is staying."



The restaurant's menu focuses on breakfast including omelets with hash browns, toast, and a side of house-made salsa verde.

Rather than adding new ingredients to the sauce, Zavaleta is attempting to infuse the business with a new workforce development ethos. Aside from being a newbie restaurant owner, she's also the executive director of the nonprofit [Mission Language and Vocational School](#) (opens in new tab) and hopes to turn Jim's into a training ground for aspiring chefs and restaurateurs.

“Latino community members go to work at restaurants, and they get put in the dish pit. They get paid minimum wage,” Zavaleta said. “We want to change that.”

Now, high-performing students at the school will have a chance to rise through the ranks at Jim’s, which may include opportunities to introduce new dishes or make changes to its business operations or strategy.



The retro red facade makes Jim's a recognizable landmark in the Mission.

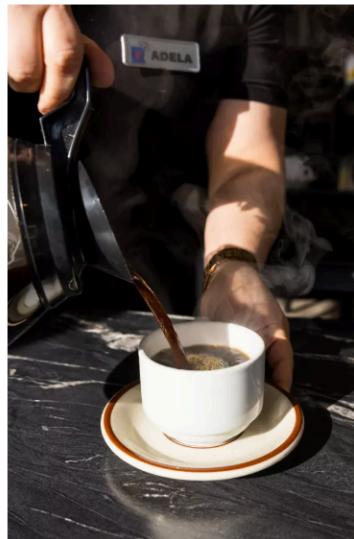
Tracy Gallardo, a longtime Jim’s customer and MLVS board member, said she’s happy to see Jim’s support for the community. “It’s the best breakfast. The best feeling. The best vibes,” she said. “And now, you’re allowing up-and-coming chefs to dream.”

To be fair, there have been some updates to the interior. To the disappointment of some, tables and chairs have replaced the fading black leather vinyl seats looking out on Mission Street. A handful will return, Zavaleta promises.

Longtime customer Nelly Servellon said she was brought to tears when she discovered a native of the Mission bought the restaurant. “I still get choked up a bit,” Servellon said. “I just couldn’t believe that it was staying local.”



Jim's new owner Aleks Zavaleta hopes to preserve the restaurant's spirit.



As a classic diner, it's a neighborhood staple for simple breakfasts.

Photos of regulars, which used to hang near the register, are now affixed inside the bar's acrylic countertop. There's also been a glow-up of some menu items, including the addition of café de olla, a Mexican-style coffee spiced with cinnamon and star anise that Zareta prepares in 10-gallon buckets daily.

Not all the changes have gone unremarked. Sandra Jackson, who has been eating at Jim's for more than 30 years, said she noticed a difference in the maple syrup after Zavaleta took over. But overall, she said, the restaurant is warmer and more inviting than ever, and the old-school French toast still soaks up the new stuff.

In the coming months, Zavaleta wants to expand Jim's hours of operation, opening for brunch on Sundays and, eventually, for dinner service on Friday nights when the menu will shift to more upscale fare as a way to let those new chefs flex their culinary creativity.



Despite the changes to the decor, the restaurant's menu remains focused on classic breakfast fare like omelets with hash browns and toast.

If you let her daydream, she talks about using the space as a place to host events and create a new third place in a neighborhood that has long suffered an outflow of natives. Zavaleta too moved to Oakland roughly two decades ago.

“We’re going to explore and produce so much more than just breakfast,” Zavaleta said. “This can become so much more than just a restaurant.”

To celebrate the change in ownership, Zavaleta threw a party that drew dozens to the storefront earlier this month. In an area that continues bleeding a string of longstanding staples like Aslam’s Rasoi and Monk’s Kettle, keeping an anchor restaurant in the Mission family is a welcome contrast.

“It feels like a victory, not losing something so special,” Zavaleta said. “It feels like we’re coming home.”

David Sjostedt can be reached at david@sfstandard.com



Small Business Commission

Resolution No. _____

February 23, 2026

JIM'S RESTAURANT

Application Number: LBR-2025-26-024
Business Name: Jim's Restaurant
Business Address: 2420 Mission St.
District: District 9
Applicant: Katia Padilla, CFO
Nomination Date: January 15, 2026
Nominated By: Supervisor Jackie Fielder
Staff Contact: Richard Kurylo and Michelle Reynolds
legacybusiness@sfgov.org

Adopting findings approving the Legacy Business Registry application for Jim's Restaurant, currently located at 2420 Mission St.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; or

WHEREAS, the subject business has operated in San Francisco for more than 20 years but less than 30 years, has had no break in San Francisco operations exceeding two years, has significantly contributed to the history or identity of a particular neighborhood or community and, if not included on the Registry, faces a significant risk of displacement; and

WHEREAS, the subject business has contributed to the neighborhood's history and identity; and

WHEREAS, the subject business is committed to maintaining the physical features and traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on February 23, 2026, the San Francisco Small Business Commission reviewed documents and correspondence, and heard oral testimony on the Legacy Business Registry application; therefore

BE IT RESOLVED, that the Small Business Commission hereby includes Jim's Restaurant in the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

BE IT FURTHER RESOLVED, that the Small Business Commission recommends safeguarding the below listed physical features and traditions at Jim's Restaurant.

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
legacybusiness@sfgov.org
www.legacybusiness.org





Physical features or traditions that define the business:

- Neighborhood Diner offering Classic American Cuisine.
- Providing Hospitality Training Programs.

BE IT FURTHER RESOLVED, that the Small Business Commission requires maintenance of the below listed core physical feature or tradition to maintain Jim's Restaurant on the Legacy Business Registry:

- Restaurant.

I hereby certify that the foregoing Resolution was ADOPTED by the Small Business Commission on February 23, 2026.

Katy Tang
Director

RESOLUTION NO. _____

Ayes –
Nays –
Abstained –
Absent –

Legacy Business Program

Office of Small Business
City Hall Room 140
1 Dr. Carlton B. Goodlett Place
San Francisco, CA 94102
(415) 554-6680
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LEGACY BUSINESS REGISTRY EXECUTIVE SUMMARY

HEARING DATE: February 18th, 2026

Filing Date: 1/21/26
Case No.: 2026-000601LBR
Business Name: Jim's Restaurant
Business Address: 2420 Mission Street
Zoning: Mission Street Neighborhood Commercial Transit Zoning District

Cultural District: Not Applicable
Block/Lot: 3609/003
Applicant: Katia Padilla
2420 Mission Street
Nominated By: Supervisor Jackie Fielder
Located In: District 9
Staff Contact: Ysabella Palomares-Esquivel – ysabella.esquivelpal@sfgov.org – (628)-652-7360

RECOMMENDATION: Adopt a Resolution to Recommend Approval

Business Description

Jim's Restaurant is a classic American diner located at 2420 Mission Street in San Francisco's Mission District. Opened on November 11, 1993, by Ok Un Kim and Jung Nyun Kim, Jim's has operated continuously in the same location for more than three decades. At a time when the Mission was home to numerous family-owned diners, Jim's is now one of the last remaining original establishments in the neighborhood, and likely in all of San Francisco. Having been founded by the Kim family, originally from Korea, Jim's also embodies a spirit of intercultural solidarity that reflects the Mission's diverse community. By preserving this authentic sense of place, Jim's plays a key role in maintaining the neighborhood's identity as a vibrant and inclusive community. Known for its generous portions and welcoming atmosphere, Jim's serves traditional diner fare with a distinctive Latino twist, reflecting the cultural makeup of the surrounding community.

In 2024, ownership transitioned to Jim's by MLVS (Mission Language and Vocational School), which is committed to preserving the restaurant's legacy while expanding its role as a community hub. Today, Jim's not

only serves breakfast and lunch daily but also a hub to host private events, family celebrations, and neighborhood gatherings. Jim's also partners with local nonprofits, such as Clecha and the Latino Task Force, and regularly donates food to community causes. Under the ownership of MLVS, Jim's functions as an incubator for emerging chefs, offering culinary and hospitality training to immigrant and low-income students. This dual mission ensures Jim's remains a vital cultural anchor in a rapidly gentrifying neighborhood while actively investing in the future of San Francisco's food entrepreneurs.

Staff Analysis

Review Criteria

1. When was business founded?

The business was founded in 1993.

2. Does the business qualify for listing on the Legacy Business Registry? If so, how?

Yes. Jim's Restaurant qualifies for listing on the Legacy Business Registry because it meets all of the eligibility Criteria:

- a. Jim's Restaurant has operated continuously in San Francisco for 33 years.
- b. Jim's Restaurant has contributed to the history and identity of the Mission neighborhood and San Francisco.
- c. Jim's Restaurant is committed to maintaining the physical features and traditions that define the organization.

3. Is the business associated with a culturally significant art / craft / cuisine / tradition?

Yes. The business is strongly associated with classic American diner cuisine.

4. Is the business or its building associated with significant events, persons, and / or architecture?

No, the building at 2420 Mission Street is not officially designated as a historic resource or associated with any specific significant person or event. However, Jim's Restaurant is culturally significant as one of the last original diners in the Mission District.

5. Is the property associated with the business listed on a local, state, or federal historic resource registry?

No.

6. Is the business mentioned in a local historic context statement?

This property had been identified for its association with modern architecture and landscape design (1935-1970) on 126 of [San Francisco Modern Architecture and Landscape Design 1935-1970 HCS](#).

7. Has the business been cited in published literature, newspapers, journals, etc.?

Yes. Jim's Restaurant has been referenced in multiple media outlets over the years. Notable mentions include San Francisco Standard's "The 10 Best Diners in SF" (June 16, 2025); Mission Local's coverage of its ownership transition in "Jim's Restaurant Still Cooking: Mission Diner to Stay Open Under Nonprofit Ownership" (December 21, 2024); and SFist's article "Mission Street Diner Jim's Restaurant Facing Potential Closure" (December 21, 2024). Earlier features include Mission Local's "Jim's Restaurant: Throwback Diner Time" (June 18, 2016) and Eater San Francisco's "12 San Francisco Diners That Stand the Test of Time" (July 15, 2013). The business has not received any awards, formal recognition, or political commendations.

Racial and Social Equity Analysis

On July 15, 2020 the San Francisco Historic Preservation Commission adopted [Resolution No. 1127](#) centering Preservation Planning on racial and social equity. Understanding the benefits, burdens, and opportunities to advance racial and social equity that proposed Preservation Planning documents provide is part of the Department's Racial and Social Equity Initiative. This is also consistent with the Mayor's Citywide Strategic Initiatives for equity and accountability and with the Office of Racial Equity, which required all Departments to conduct this analysis.

The Legacy Business Program is deeply intertwined with these goals. One of the primary purposes of the Legacy Business Program is to maintain San Francisco's cultural fabric and to foster civic engagement and pride by assisting long-operating businesses remain in the city. The Legacy Business Registry was established to recognize longstanding, community-serving businesses that are valuable cultural assets of the city. These businesses, ranging from restaurants to art galleries to tire shops to community shelters, are key to sustaining the racial and social diversity in San Francisco and adding to the identity and character of our city and the many communities within it.

Physical Features or Traditions that Define the Business

Location(s) associated with the business:

Current Locations:

- 2420 Mission St.

Previous (No Longer Extant) Locations:

- N/A

Recommended by Applicant

- Neighborhood Diner offering Classic American Cuisine
- Providing Hospitality Training Programs

Basis for Recommendation

The Department recommends the Historic Preservation Commission adopt a resolution recommending the business listed above be adopted by the Small Business Commission to the Legacy Business Registry.

Attachments

Draft Resolution

Legacy Business Registry Application:

- Application Review Sheet
- Section 1 – Business / Applicant Information
- Section 2 – Business Location(s)
- Section 3 – Disclosure Statement
- Section 4 – Written Historical Narrative
 - Criterion 1 – History and Description of Business
 - Criterion 2 – Contribution to Local History
 - Criterion 3 – Business Characteristics
- Contextual Photographs and Background Documentation



HISTORIC PRESERVATION COMMISSION DRAFT RESOLUTION NO.

HEARING DATE: February 18, 2026

Case No.: 2026-000601LBR
Business Name: Jim's Restaurant
Business Address: 2420 MISSION ST
Zoning: Mission Street Neighborhood Commercial Transit Zoning District
Block/Lot: 3609/003
Applicant: Katia Padilla
2420 Mission Street
Nominated By: Supervisor Jackie Fielder
Located In: District 9
Staff Contact: Ysabella Palomares-Esquivel – ysabella.esquivelpal@sfgov.org (628)-652-7360

ADOPTING FINDINGS RECOMMENDING TO THE SMALL BUSINESS COMMISSION APPROVAL OF THE LEGACY BUSINESS REGISTRY NOMINATION FOR JIM'S RESTAURANT CURRENTLY LOCATED AT 2420 MISSION STREET BLOCK/LOT 3609/003.

WHEREAS, in accordance with Administrative Code Section 2A.242, the Office of Small Business maintains a registry of Legacy Businesses in San Francisco (the "Registry") to recognize that longstanding, community-serving businesses can be valuable cultural assets of the City and to be a tool for providing educational and promotional assistance to Legacy Businesses to encourage their continued viability and success; and

WHEREAS, the subject business has operated in San Francisco for 30 or more years, with no break in San Francisco operations exceeding two years; and

WHEREAS, the subject business has contributed to the City's history and identity; and

WHEREAS, the subject business is committed to maintaining the traditions that define the business; and

WHEREAS, at a duly noticed public hearing held on February 18, 2026, the Historic Preservation Commission reviewed documents, correspondence and heard oral testimony on the Legacy Business Registry nomination.

THEREFORE, BE IT RESOLVED that the **Historic Preservation Commission hereby recommends** that Jim's Restaurant qualifies for the Legacy Business Registry under Administrative Code Section 2A.242(b)(2) as it has operated for 30 or more years and has continued to contribute to the community.

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby recommends** safeguarding of the below listed physical features and traditions for Jim's Restaurant.

Location

Current Locations:

- 2420 Mission Street

Previous (No Longer Extant) Locations:

- N/A

Physical Features or Traditions that Define the Business

- Neighborhood Diner offering Classic American Cuisine
- Providing Hospitality Training Programs

BE IT FURTHER RESOLVED that the Historic Preservation Commission's findings and recommendations are made solely for the purpose of evaluating the subject business's eligibility for the Legacy Business Registry, and the Historic Preservation Commission makes no finding that the subject property or any of its features constitutes a historical resource pursuant to CEQA Guidelines Section 15064.5(a).

BE IT FURTHER RESOLVED that the **Historic Preservation Commission hereby directs** its Commission Secretary to transmit this Resolution and other pertinent materials in the case file to the Office of Small Business on February 18, 2026.

Jonas P. Ionin
Commission Secretary

AYES:

NOES:

ABSENT:

RECUSE:

ADOPTED: February 18, 2026